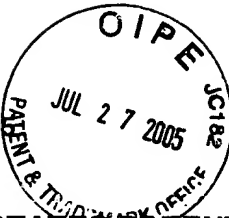


CUSTOMER NO.: 24498
Serial No.: 09/868,254
Office Action dated: April 27, 2005
Response dated: July 25, 2005



PATENT
RCA89185

2611
tn

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Hugh B. Morrison, et al.
Serial Number: 09/868,254
Atty. Dkt: RCA89185
Filing Date: June 15, 2001
For: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

Art Unit: 2611
Examiner: CHRISTOPHER R. NALEVANKO

AMENDMENT AND RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated April 27, 2005, for which a response is due July 27, 2005, please amend the above-identified application and enter the remarks as follows:

Listing and Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.